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**TO:**  
MAIL STOP AMENDMENT

**FROM:**  
Kenneth F. Smolik

**COMPANY:**  
USPTO

**DATE:**  
September 12, 2005

**FAX NO.:**  
(703) 872-9306

**TOTAL NO. OF PAGES:** (including cover sheet)  
13

**YOUR REFERENCE NO.:**  
09/910,159

**OUR REFERENCE (C/M) NO.:**  
005222.00131

**RE:** In re: Appln. Devitt, et al  
Appln. No. 09/910,159  
Filed: July 20, 2001  
For: Rule-Based On-Line Product Selection

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**COMMENTS:**

Amendment

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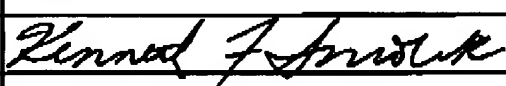
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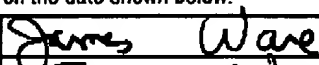
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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<b>TRANSMITTAL FORM</b>	Application Number	09/910,159	
	Filing Date	July 20, 2001	
	First Named Inventor	Devitt, et al	
	Art Unit	3627	
	Examiner Name	Joseph A. Fishetti	
(to be used for all correspondence after initial filing)			
Total Number of Pages in This Submission	13	Attorney Docket Number	005222.00131

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Fax Cover Sheet
<b>Remarks</b> The Commissioner is authorized to debit or credit any overpayment or deficiency from our Deposit Account No. 19-0733.		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm	Banner & Witcoff, LTD.		
Signature			
Printed Name	Kenneth F. Smolik		
Date	September 12, 2005	Reg. No.	44,344

CERTIFICATE OF TRANSMISSION/MAILING			
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PATIENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
Attorney Docket No. 005222.00131

In the Application of Devitt, et al.	)	
	)	
Application No. 09/910,159	)	Examiner: Fishetti, Joseph A
	)	
Filed: July 20, 2001	)	Art Unit: 3627
	)	
For: RULE-BASED ON-LINE PRODUCT	)	Confirmation No. 2587
SELECTION	)	

AMENDMENT

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This Amendment is responsive to the non-final Office Action mailed June 10, 2005. The Examiner set a three-month period for response, thus making this response due on or before September 10, 2005. The Office is authorized to charge any fees to Deposit Account No. 19-0733.

Please amend this application as follows:

Amendments to the Claims are reflected in the Listing of Claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.